



**DRAFT**

# GCSE

## BUSINESS STUDIES

The specification employs an analytical, evaluative and investigative approach to the study of the subject. The philosophy of the specification incorporates the belief that a Business Studies course should enable candidates to both understand the dynamic environment in which business operates and appreciate the many and varied factors that impact upon business activity and business behaviour.

# What's happening to GCSEs?

## OCR is offering new GCSEs for first teaching in September 2009\*.

We've taken this opportunity to improve the quality of our GCSEs for teachers and learners alike.

We've made improvements in three key areas: updated and relevant content, a focus on developing students' personal, learning and thinking skills, and flexible assessment, so teachers can choose the best learning approach for the job.

We want to make the introduction of these new GCSEs as easy for you to manage as possible.

### The main changes are:

- Controlled assessment will be introduced for most subjects
- The opportunity will be taken to bring course content up to date
- Examinations should provide opportunity for extended writing and more varied question types
- All GCSEs will meet the requirements of the Disability Discrimination Act.

Our approach is to provide consistency across all our GCSEs by offering the flexibility that unitised qualifications bring, allowing teaching and assessment in either a linear or unitised fashion.

\*Not all GCSEs are changing. There are a few exceptions: the new Science GCSE was introduced in 2006. New English, English Literature, ICT and Maths GCSEs will be offered for first teaching in 2010.



## Improving GCSE Business Studies with OCR

We've involved teachers throughout the development process, so the new specifications, support materials and schemes of work should be exactly what you need to teach OCR GCSE Business Studies. To ensure accuracy in our content, we've also consulted subject associations, professional membership groups, subject societies and other subject experts.



### Our GCSE Business Studies offers:

- An analytical, evaluative and investigative approach to the study of the subject
- An easy transition from existing Business Studies specifications
- The opportunity for up to 50% of student assessment to be completed before the end of the two-year course.

## Making change easy

We'd like to make these changes as easy for you to manage as possible. To minimise disruption, we will:

- Guide you through the process of moving to OCR
- Bring you the latest information through our Focus on 14–19 magazine and our new website [www.GCSEchanges.com](http://www.GCSEchanges.com)
- Show you approved specifications one year ahead of first teaching, so you have plenty of preparation time
- Offer you a range of OCR support materials, including schemes of work and sample assessment materials, as we did with GCEs
- Make OCR's publisher partner resources – tailored to the new specifications – available from January 2009
- Endorse a variety of published resources, giving you a wider choice of quality support materials.

We're also running extra INSET and training courses across the UK, so now it's even easier to discover how OCR has developed its specifications.

## Controlled assessment

While reviewing GCSEs, QCA looked into the coursework element of the current qualifications and decided to introduce controlled assessment as an alternative to coursework. This will address some of the issues raised in recent coursework reviews, such as plagiarism.



Controlled assessment has to be done in a supervised environment. However, if the task has a research element, the student may complete this without supervision.

The benefits of controlled assessment include:

- More straightforward marking – for most subjects, we provide worksheets for students to complete
- Improved reliability and validity
- Varying levels of control, to help you manage the assessments and your time more easily
- Greater confidence in authenticating students' work as their own
- Greater ease in fitting assessments into your normal teaching programmes.

For GCSE Business Studies, controlled assessment means:

- Task setting – OCR will set two controlled assessment tasks. Candidates select one of the two tasks and submit one task, which should comprise three investigations, for assessment.
- Task taking – Has been divided into two categories: research/data collection; and writing of a report. Research/data collection will be completed under limited supervision. Writing of a report will be completed under formal supervised conditions and candidates will write a report in response to the task set.
- Task marking – The controlled assessment task will be marked by the centre assessor(s) using awarding body marking grids and guidance, and will be moderated by the OCR-appointed moderator.

We will replace our controlled assessment tasks every year.

## Flexible assessment

The assessment for the new OCR GCSEs is organised into units which can either all be taken at the end of the course in a linear fashion, or be used to complement a more unitised approach to teaching and learning. This gives you the flexibility to choose the assessment approach best suited to your centre and your students. A unitised structure gives you the flexibility to co-teach short and full courses.

We already offer assessments that are organised into units at A Level and for some existing GCSEs. For many subjects, assessments will be available twice a year. Flexible assessment means:

- You will have a choice of learning approaches – linear or unitised
- The assessment can be timed to match the point of learning within the course, making it easier for candidates to show what they know, understand and can do
- Students can re-sit a unit rather than repeat the entire assessment
- Some students are motivated by ongoing feedback and this helps them identify their learning needs
- A unitised approach makes it easier for students to stay on track with their studies and manage their time effectively
- The pressure of an 'all or nothing' assessment is removed
- Examination stress is reduced by permitting assessment over a longer period so that not all assessments are concentrated in a narrow window at the end of two years

- With a similar format to A Levels and Diplomas, GCSEs will help prepare students for the next phase of their education.

To ensure that the assessment supports the coherence of the GCSEs and there is no over-assessment, QCA has put two rules in place: 40% of the assessment must happen at the end of the course and only one re-sit of each assessment unit is allowed.

**You may know 'unitised' as modular.**

Unit title and description	Assessment including duration	Weighting
<b>Unit A291: Marketing and Enterprise</b> <ul style="list-style-type: none"> <li>• Marketing <ul style="list-style-type: none"> <li>o Market research and data collection</li> <li>o The market mix</li> <li>o Marketing in the wider business environment</li> </ul> </li> <li>• Enterprise <ul style="list-style-type: none"> <li>o Enterprise and the entrepreneur.</li> </ul> </li> </ul>	Controlled assessment Word limit of 2,000 words  Candidates select one of two controlled assessment tasks	25%
<b>Unit A292: Business and People</b> <ul style="list-style-type: none"> <li>• The structure of business activity <ul style="list-style-type: none"> <li>o The need for business activity</li> <li>o Business ownership, trading organisations and location</li> </ul> </li> <li>• The workforce in business <ul style="list-style-type: none"> <li>o Employment and retention</li> <li>o Organisation and communication.</li> </ul> </li> </ul>	Written examination 1 hour This question paper consists of compulsory short-answer data-response questions.	25%
<b>Unit A293: Production, Finance and the External Business Environment</b> <ul style="list-style-type: none"> <li>• Using and managing resources to produce goods and services <ul style="list-style-type: none"> <li>o Types of production methods</li> <li>o Management and control of production</li> <li>o Production costs</li> </ul> </li> <li>• Financial information and decision making <ul style="list-style-type: none"> <li>o Sources of finance</li> <li>o Financial control and analysis</li> </ul> </li> <li>• External influences on business activity <ul style="list-style-type: none"> <li>o The competitive environment</li> <li>o Environmental influences and business ethics</li> <li>o Government and the UK economy</li> <li>o Globalisation and UK business.</li> </ul> </li> </ul>	Written examination 1 hour 30 minutes This question paper consists of compulsory questions based on the pre-released case study stimulus material.	50%

## Assessment objectives

The assessment objectives are designed to reflect the non-statutory guidelines for Business Studies.

Candidates are expected to demonstrate the following in the context of the content described:

### AO1

- Recall, select and communicate their knowledge and understanding of concepts, issues and terminology.

### AO2

- Apply skills, knowledge and understanding in a variety of contexts and in planning and carrying out investigations and tasks.

### AO3

- Analyse and evaluate, make reasoned judgements and present appropriate conclusions.



## What changes, and what stays the same?

	What changes?	What stays the same?
<b>General</b>	<ul style="list-style-type: none"> <li>• Previous Business Studies A and B (1951 and 1952) qualifications have been combined into one new specification</li> <li>• Unitised three-unit structure comprising: two externally assessed units (A292, A293) and one internally assessed and externally moderated unit (A291)</li> <li>• Untiered scheme of assessment</li> <li>• Candidates must take at least 40% of the assessment in the same series they enter for the full course qualification certification.</li> </ul>	<ul style="list-style-type: none"> <li>• Question papers will retain a familiar feel.</li> </ul>
<b>Business Studies A - 1951</b>	<ul style="list-style-type: none"> <li>• No core/option papers</li> <li>• Overall, there is minimal change to the content currently found within the common core</li> <li>• Candidates may re-sit each unit once before entering for certification for a GCSE.</li> </ul>	<ul style="list-style-type: none"> <li>• Content retained includes elements of Business Activity, The Organisation, The Changing Business Environment, Ownership and Internal Organisation, Marketing, Production, Financial Information and Decision-Making, Human Needs and Rewards, Management and Recruitment, and Training and Staff Development.</li> </ul>
<b>Business Studies B - 1952</b>	<ul style="list-style-type: none"> <li>• No synoptic paper.</li> </ul>	<ul style="list-style-type: none"> <li>• Content retained includes elements of Nature of Business, Structure and Organisation, Accounting and Finance, Marketing, Production, People in Organisations, Context of Business, Business and the Economy, and External Factors</li> <li>• Pre-release case study material for unit A293</li> <li>• Candidates may re-sit each unit once before entering for certification for a GCSE.</li> </ul>

## Support for GCSE Business Studies teachers

OCR offers a range of support materials, developed following extensive research and consultation with teachers. We've designed them to save you time when preparing for the new specifications and to support you while teaching them.

Our support materials and events include face-to-face training courses, schemes of work that you can customise, endorsed publisher partner resources, access to teacher and examiner networks (both online and offline), plus an extensive past-papers service.

### OCR's online resources include:

- E-communities – online networks of subject specialists for sharing knowledge, views and ideas
- Interchange – a completely free and secure website that helps you carry out the administrative tasks associated with examinations quickly and easily
- Past examination papers
- Marking schemes
- Subject e-alerts – for teachers who register for updates.

We offer a wide range of training courses in the UK, so you have easy access to information about our new specifications – direct from the experts. See over for more details.



## Training for OCR GCSE Business Studies

Our Get Ready events offer a taste of the new specification. Dates are given below, and you can book your place now at [www.GCSEchanges.com](http://www.GCSEchanges.com).

Later, we'll be running our Get Started events, which take you through the specification in more detail and help you work towards first teaching. They will take place during the spring and summer terms 2009.

### ***Get Ready – introducing the new specification (first teaching from September 2009)\****

This course is for all teachers – new and experienced – who are interested in finding out more about the new specification. It's open to you, even if you don't teach the current OCR specification.

It's a **FREE** half-day session, including refreshments, a light finger buffet and course materials, offering an overview of the new OCR specification in GCSE Business Studies. Key features include:

- A look at the new structure, content and assessment methods
- A comparison between old and new specification content
- An introduction to the support and resources available from OCR
- A summary of the benefits of choosing the new OCR specification.

Date	Location	Course code
Tues 15 Jul 08 AM	London	OBUA201
Tues 15 Jul 08 PM	London	OBUA202
Wed 24 Sept 08 AM	Birmingham	OBUA203
Wed 24 Sept 08 PM	Birmingham	OBUA204
Mon 29 Sept 08 AM	London	OBUA205
Mon 29 Sept 08 PM	London	OBUA206
Thurs 2 Oct 08 AM	Manchester	OBUA207
Thurs 2 Oct 08 PM	Manchester	OBUA208
Tues 3 Mar 09 AM	London	OBUA209
Tues 3 Mar 09 PM	London	OBUA210

Please note:

- Free OCR Training courses will not incur any penalty fees however, so that we can offer your place to another delegate please notify us in good time of your course cancellation.
- Dates are subject to change so please ensure you read your booking confirmation and web updates as OCR Training cannot be held responsible for delegates who attend on an incorrect date.
- Courses throughout summer 2008 and autumn 2008 terms may be based on the draft specification.
- \*The times of these courses may vary from the standard advertised time.
- Delegates may attend an AM only session, PM only session or both AM and PM sessions, where two different specifications are being covered on the same day.
- On your booking form, you must put course codes for all sessions you wish to attend, failure to do so may result in you being booked onto incorrect sessions.

## Publishing support for GCSE Business Studies teachers

We're working with publisher partner Hodder Education to provide further resources to support teachers of the new specification.

Hodder Education will be publishing a brand new edition of the popular OCR Business Studies for GCSE by Peter Kennerdell, Alan Williams and Mike Schofield with added dynamic learning support materials.



To find the latest information on published resources, please visit [www.ocr.org.uk/businessstudies/newgcse](http://www.ocr.org.uk/businessstudies/newgcse) and choose published resources from the right-hand menu.



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**www.ocr.org.uk**

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